

CLAIMS

Having described the invention, what is claimed is:

- 1 1. A system for managing customer lead information comprising:
2 a customer lead information database having a plurality of customer lead profile
3 records;
4 a means for acquiring customer lead information from a customer lead;
5 a means for inputting the acquired customer lead information into the customer
6 lead information database via at least one of an intranet and an internet;
7 a means for creating or updating a customer lead profile record based on the
8 inputted customer lead information;
9 a means for determining a customer lead priority based on information in the
10 customer lead profile record;
11 a means for adding the customer lead priority to the customer lead profile record;
12 a means for storing the customer lead profile record in the customer lead
13 information data base; and
14 a means for distributing, via at least one of an intranet and an internet, an
15 updated customer lead profile record.
- 1 2. The system according to claim 1, further comprising:
2 a means for automatically notifying at least one designated person when
3 selected portions of a selected customer lead profile record changes.
- 1 3. The system according to claim 2, wherein the means for automatically notifying
2 at least one designated person when selected portions of a selected customer lead
3 profile record changes comprises a means for e-mailing the at least one designated
4 person.
- 1 4. The system according to claim 1, wherein the means for acquiring customer lead
2 information is selected from the group consisting of a customer needs feedback form to

3 be completed by a customer lead and a lead management form to be completed by a
4 company representative.

1 5. The system according to claim 4, wherein the customer needs feedback form to
2 be completed by a customer lead comprises at least one web page.

1 6. The system according to claim 4, wherein the lead management form to be
2 completed by a company representative comprises at least one web page.

1 7. The system according to claim 6, wherein the means for inputting the acquired
2 customer lead information comprises a means for entering information into the lead
3 management form.

1 8. The system according to claim 7, wherein the means for entering information into
2 the lead management form comprises at least one of: a microcassette recorder; a
3 portable computer with voice recognition software; a digital portable dictation system
4 with voice recognition software, a hand-held electronic input device; a portable
5 computer with network access; a business card scanner; a magnetic card reader; a bar
6 code scanner; an identification card scanner; and a trade show badge scanner.

1 9. The system according to claim 1, wherein the means for determining a customer
2 lead priority comprises a means for analyzing the information in the customer lead
3 profile record for information related to at least one of budget, authority, needs and time.

1 10. The system according to claim 1, wherein the means for inputting the acquired
2 customer lead information comprises at least one of: a microcassette recorder; a
3 portable computer with voice recognition software; a digital portable dictation system
4 with voice recognition software, a hand-held electronic input device; a portable
5 computer with network access; a business card scanner; a magnetic card reader; a bar
6 code scanner; an identification card scanner; and a trade show badge scanner.

1 11. The system according to claim 1, further comprising:
2 a means for responding to information requests from the customer lead.

1 12. A system for managing customer lead information comprising:
2 a customer lead information database having a plurality of customer lead profile
3 records;

4 a means for acquiring customer lead information from a customer lead, the
5 means for acquiring customer lead information being selected from the group consisting
6 of a customer needs feedback form to be completed by a customer lead and a lead
7 management form to be completed by a company representative, the customer needs
8 feedback form comprising at least one web page, the lead management form
9 comprising at least one web page;

10 a means for inputting the acquired customer lead information into the customer
11 lead information database via at least one of an intranet and an internet;

12 a means for creating or updating a customer lead profile record based on the
13 inputted customer lead information;

14 a means for determining a customer lead priority based on information in the
15 customer lead profile record;

16 a means for adding the customer lead priority to the customer lead profile record;

17 a means for storing the customer lead profile record in the customer lead
18 information database;

19 a means for distributing, via at least one of an intranet and an internet, an
20 updated customer lead profile record; and

21 a means for automatically notifying at least one designated person when
22 selected portions of a selected customer lead profile record changes.

1 13. The system according to claim 12, wherein the means for inputting the acquired
2 customer lead information comprises at least one of: a microcassette recorder; a
3 portable computer with voice recognition software; a digital portable dictation system
4 with voice recognition software, a hand-held electronic input device; a portable

5 computer with network access; a business card scanner; a magnetic card reader; a bar
6 code scanner; an identification card scanner; and a trade show badge scanner.

1 14. The system according to claim 12, wherein the means for automatically notifying
2 at least one designated person when selected portions of a selected customer lead
3 profile record changes comprises a means for e-mailing the at least one designated
4 person.

1 15. The system according to claim 12, wherein the means for determining a
2 customer lead priority comprises a means for analyzing the information in the customer
3 lead profile record for information related to at least one of budget, authority, needs and
4 time.

1 16. A method for managing customer lead information comprising the steps of:
2 providing a customer lead information database having a plurality of customer
3 lead profile records;
4 acquiring customer lead information from a customer lead;
5 inputting the acquired customer lead information into the customer lead
6 information database via at least one of an intranet and an internet;
7 creating or updating a customer lead profile record based on the inputted
8 customer lead information;
9 determining a customer lead priority based on information in the customer lead
10 profile record;
11 adding the customer lead priority to the customer lead profile record;
12 storing the customer lead profile record in the customer lead information
13 database; and
14 distributing, via at least one of an intranet or an internet, an updated customer lead
15 profile record.

1 17. The method according to claim 16, further comprising:

2 notifying at least one designated person when selected portions of a selected
3 customer lead profile record changes.

1 18. The method according to claim 16, wherein the step of acquiring customer lead
2 information comprises at least one of:

3 a customer entering information into a customer needs feedback form, the
4 customer needs feedback form comprising at least one web page; and

5 a company representative entering information into a lead management form, the
6 lead management form comprising at least one web page.

1 19. The method according to claim 18, wherein the step of entering information into a
2 lead management form comprises at least one of:

3 recording customer lead information with a microcassette recorder;

4 recording customer lead information with a portable computer having voice
5 recognition software;

6 recording customer lead information with a digital portable dictation system
7 having voice recognition software;

8 entering customer lead information on a hand-held electronic input device;

9 entering customer lead information on a portable computer with network access;

10 scanning customer lead information with a business card scanner;

11 scanning customer lead information with a magnetic card reader;

12 scanning customer lead information with a bar code scanner;

13 scanning customer lead information with an identification card scanner; and

14 scanning customer lead information with a trade show badge scanner.

1 20. The method according to claim 12, wherein the step of determining the lead
2 priority comprises:

3 selecting at least one of budget related, authority related, needs related and
4 timing related information from the customer lead information; and

5 analyzing the selected information.